INTERACTIVE VIDEO APPLICATION HOSTING

Abstract of the Disclosure

A system and method that provide a hosted application and associated services for encoding, indexing, publishing and searching video media to content owners on a public network. The system and method allow the user interface to be customized and injected into the content-owner's website using dynamic HTML and template-based presentation mechanisms, thereby greatly enhancing the website's branding, advertising, and community building capabilities.

10

5

S:\DOCS\DKW\DKW-1037.DOC 031301